

Total Event Expenses vs Revenue Event	Expenses		
Kidz Fest	\$	7,752.53	
Friday Night Live June	\$	14,247.42	
Friday Night Live July	\$	14,445.81	
Friday Night Live August	\$	14,440.16	
Classic Movies On Mall	\$	3,075.00	
Rockin Independence Eve	\$	17,891.88	
Friday Night Live September	\$	14,210.87	
Octobeer Fest	\$	29,161.19	
Sunday Concert	\$		
Family Movies	\$	2,825.00	
Winchester Days	\$	3,050.00	
Total Expenses	\$	6,512.00	
	3	127,581.86	
these are rough projected numbers			
Events	Revenue		
Kidz Fest	\$	9,250.00	
Friday Night Live June	\$	14,500.00	
Friday Night Live July	\$	15,000.00	
Friday Night Live August	\$	15,000.00	
Classic Movies On Mall	\$	2,500.00	
Rockin Independence Eve	\$	18,250.00	
Friday Night Live September	\$	15,000.00	
Octobeer Fest	\$	32,750.00	
Sunday Concert	\$	3,000.00	
amily Movies	\$	2,500.00	
Winchester Days	\$	6,000.00	
Total Revenue	\$	127,750.00	= 100
these are rough projected numbers			
Net Revenue	\$	168.14	

SPECIAL EVENT CONSIDERATIONS FOR DISCUSSION: € Special Event Purpose Deposits for Tents, Talent, Fencing and more. € Time Table € Competing Events or Combining Events € Event Layout / Map / Access € Revenue Generation € Incentives / Disincentives € Payment Schedule € **Contingency Planning** € € Special Risks CONTRACTOR: CITY OF WINCHESTER: TITLE: _____ TITLE: SPECIAL EVENT COORDINATOR DATE: _____ 10/31/15 DATE:

The OTDB Executive Director, the City's authorized Contract Administrator, and Dario Savarese, USA Marketing, shall utilize this template to begin the specific task order discussions for all aspects of each event. Each task order shall be fully incorporated and made a part of Contract No. 200806 and in the event of conflict, the order of precedence shall be: 1) Contract No. 200806 and 2) City Task Order.

	NAME:	Kidz F	est, SATUR	DAY	, May 14, 2016			
VENT	LOCATION:	Old Co	urt House Ci	vil W	'ar Museum – Ma	ll – Feltn	er Parking Lot – Taylor Pavilion	
•	LABOR HOU Principal: Laborer: Event Coordinate Work Release: Volunteers:	-	QTY:	x x x x	N/A N/A	TE: = = = =	TOTAL COST: RetainerRetainerRetainer	
•	ADVERTISIN Advertising Expe	enses:	See Attach	ned pi	rojections			
	OPERATION Firms Operating I List out equipmer Tents, tables, and	Expense nt neede	s: See attacl	ee at	tached projec		encing, portable toilets, permits, tents, excl. ad	lvertising
	i citis, tables, and	P						
		IAL R			•	et sales,	endorsements, advertising, etc.):	

Kidz Fest May 14th, 2016		
Expenses	Total Cost	
City Tax	\$ -	
Grand Rental Station (inflatables & sports experience)	\$ 216.56	
Johnny Blues	\$ 804.98	
Security	\$ -	
Insurance	\$ 175.00	
Photography	\$ 100.00	
Valley Ice	\$ -	
Fencing	\$ 27.74	
Rest Room Attendant	\$ 30.00	
Sunbelt Rental	\$ -	·
Old Court House Civil War Museum	\$ -	
Palmer Media (Audio/Sound)	\$ -	
Media Campaign		
l HeartMedia (Q102, 98.3, 99.3 FM)	\$ 500.00	
Centennial Broadcasting (92.5 WINC B105, 1400 AM)	\$ 500.00	
Video Production	\$ 300.00	
The Winchester Star	\$ 485.26	
NV Dailey	\$ 99.88	
Frederick Report	\$ 111.11	
Google ad's	\$ 50.00	
Facebook Boosting	\$ 75.00	
Bands- Performers & Entertainment	\$ 3,000.00	
MISC (i.e press conference, Piccadilly Printing-tickets posters,		· · _ · _ · · _ · · · · · · · · · ·
Signet Screen-signs, rack card, zip ties, bathroom attendant,		
table covers, prizes, survey cards, cups,fliers, volunteer food,		
poster ad design)	\$ 1,250.00	
Winchester Parking Authority	\$ 27.00	
Sub total expenses (some expenses subject to change)	\$ 7,752.53	
Revenue (subject to change based on sponsorships)	Total	
non ticket event - FREE for families	 -	
Exhibitors Vendors	\$ 1,750.00	
Sponsorship & Advertising Revenue	\$ 7,500.00	
Total revenue projected	\$ 9,250.00	
Net Revenue	\$ 1,497.47	
Media Partner and Trade Value	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
I Heart Media, Centenial Braodcasting, Winchester Star,		
Comcast, Frederick Report, Valley Home Style, Google Ads,		
OTW Facebook, partner's Facebook	\$ 20,000.00	

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LABOR HOURS:	QTY:	LABOR RATE:	TOTAL COST:
Principal:	x	=	Retainer
Laborer:	x		Retainer
Event Coordinator:	x	=	Retainer
Work Release:	x	N/A =	- All Control
Volunteers:	x	N/A=	
Radio, print, video, socia	ıl media, posters,	signs - see attached	
		ES (talent, stage, lights, fo	encing, portable toilets, permits, tents, excl.
OPERATIONAL E Firms Operating Expense List out equipment neede	es: See a	ttached projections	encing, portable toilets, permits, tents, excl.
Firms Operating Expense	es: See a ed: See attached p	ttached projections	encing, portable toilets, permits, tents, excl.

A.

PROJECTED TOTAL EVENT COST; See Attached projections

Expenses	Total Cost
City Admission Taxes	\$ 126.55
Grand Rental Station (tent, chair, tables)	\$ 750.00
Photographer	\$ 100.00
Johnny Blue	\$ 200.00
Security	\$ 300.00
Insurance	\$ 175.00
Ice/WalMart	\$ 150.00
Fencing	\$ 27.74
Parking Authority	\$ 27.00
Palmer Media (Audio/Sound)	\$ 1,500.00
Media Campaign	
I Heart Radio (Q102, 98.3, 99.3 FM)	\$ 1,000.00
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$ 1,000.00
Video Production	\$ 285.71
The Winchester Star	\$ 485.26
The Journal	\$ 160.00
NV Dailey	\$ 99.88
Frederick Report	\$ 111.11
Wein & Stien	\$ 66.67
Google ad's	\$ 150.00
Facebook Boosting	\$ 32.50
Entertainment	Ψ 02.00
Bands	\$ 4,500.00
Street Performers and Musicans; Caricature, Photo Booth, Stilt	1,000.00
Walker, Magician, Mime	
Trainer, magician, minio	\$ 1,500.00
Cianat Corona signa goal, and air time both and a thought	Ψ 1,000.00
Signet Screen-signs, rack card, zip ties, bathroom attendant,	
table covers, prizes, survey cards, cups,fliers, volunteer food,	0 4 500 00
poster ad design)	\$ 1,500.00
Sub total expenses (some expenses subject to change)	\$ 14,247.42
Revenue (subject to change based on sponsorships -	
projected revenue extimated lower then expected	Total
Tickets	\$ 3,000.00
Exhibitors/Vendors	\$ 500.00
Sponsorship & Advertising Revenue	\$ 11,000.00
Total revenue projected	\$ 14,500.00
Net Revenue	\$ 252.58
Media Partner and Trade Value	
l Heart Media, Centenial Braodcasting, Winchester Star,	
Comcast, Frederick Report, Valley Home Style, Google Ads,	
OTW Facebook, partner's Facebook	\$ 25,000.00

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EVENT NAME: Friday Night Live, July 15, 2016 EVENT LOCATION: Taylor Pavilion and additional performers on Old Town Mall A. **LABOR HOURS:** QTY: LABOR RATE: TOTAL COST: Principal: Retainer х Laborer: Retainer Х **Event Coordinator:** Х = Retainer Work Release: N/A Х Volunteers: N/A B. ADVERTISING CAMPAIGN (media, marketing, sales): Advertising Expenses: See Attached projections Radio, print, video, social media, posters, signs see attached OPERATIONAL EXPENDITURES (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising) C. Firms Operating Expenses: See attached projections List out equipment needed: See attached projections Tents, tables, bands and street performers **OPERATIONAL REVENUE** (sponsorship, ticket sales, endorsements, advertising, etc.): D. Firm's Revenue: See attached projections List our Revenue Sources: See attached projections Ticket and corporate sponsors- see attached

E. PROJECTED TOTAL EVENT COST; See Attached projections

Friday Night Live July 15th, 2016			_
Expenses	Tot	tal Cost	
City Admission Taxes	\$	168.94	
Grand Rental Station (tent, chair, tables)	\$	750.00	
Photographer	\$	100.00	
Johnny Blue	\$	200.00	
Security	\$	300.00	
Insurance	\$	175.00	
lce	\$	213.23	
Fencing	\$	27.74	
Parking Authority	\$	27.00	
Palmer Media (Audio/Sound)	\$	1,500.00	
Media Campaign			
Clear Channel/IHeartMedia (Q102, 98.3, 99.3 FM)	\$	1,000.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400 Al		1,000.00	
Video Production	\$	285.71	
The Winchester Star	\$	485.26	
The Journal	\$	160.00	
NV Dailey	\$	99.88	
Frederick Report	\$	111.11	
Wein & Stien	\$	66.67	
Google ad's	\$	200.00	
Facebook Boosting	\$	75.27	
Entertainment	1		
Bands	\$	4,500.00	
Street Performers and Musicans; Caricature, Photo	1	1,000.00	
Booth, Stilt Walker, Magician, Mime			
and the same of th	\$	1,500.00	
	+	1,000.00	
MISC (i.e press conference, Piccadilly Printing-tickets	1	1	
posters, Signet Screen-signs, rack card, zip ties,		ı	
pathroom attendant, table covers, prizes, survey cards,			
cups,fliers, volunteer food, poster ad design)	\$	1,500.00	
Hotels	\$	1,500.00	
Sub total expenses (some expenses subject to	Ψ	-	
change)	\$	14,445.81	
	ų.	14,445.01	
Revenue (subject to change based on			
sponsorships - projected revenue extimated			
ower then expected	To		
Tickets	\$	3,000.00	
ExhibitorsVendors	\$	500.00	
Sponsorship & Advertising Revenue	\$	11,500.00	
otal revenue projected	\$	15,000.00	
Net Revenue	\$	554.19	
Media Partner and Trade Value			
Heart Media, Centenial Braodcasting, Winchester Star,			
Comcast, Frederick Report, Valley Home Style, Google			
Ads, OTW Facebook, partner's Facebook	\$	25,000.00	

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EVENT NAME: Friday Night Live, August 19, 2016 EVENT LOCATION: Taylor Pavilion and additional performers on Old Town Mall A. LABOR HOURS: OTY: LABOR RATE: TOTAL COST: Principal: Retainer Laborer: Retainer___ Х Event Coordinator: Х _Retainer__ = Work Release: N/A Х Volunteers: ADVERTISING CAMPAIGN (media, marketing, sales): B. Advertising Expenses: See Attached projections Radio, print, video, social media, posters, signs - see attached OPERATIONAL EXPENDITURES (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising) C. See attached projections Firms Operating Expenses: List out equipment needed: See attached projections Tents, tables, bands and street performers D. **OPERATIONAL REVENUE** (sponsorship, ticket sales, endorsements, advertising, etc.): Firm's Revenue: See attached projections List our Revenue Sources: See attached projections Ticket and corporate sponsors- see attached

E.

PROJECTED TOTAL EVENT COST; See Attached projections

	[· · ·
City Admission Taxes	\$	200.00	
Grand Rental Station (tent, chair, tables)	\$	750.00	
Photographer	\$	100.00	
Johnny Blues	\$	200.00	
Security	\$	300.00	
Insurance	\$	175.00	
Ice/WalMart	\$	150.00	
Fencing	\$	27.74	
Parking Authority	\$	_	
Palmer Media (Áudio/Sound)	\$	1,500.00	
Media Campaign		3,000.00	
Clear Channel/IHeartMedia (Q102, 98.3, 99.3 FM)	\$	1,000.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$	1,000.00	
Video Production	\$	285.71	
The Winchester Star	\$	485.26	
The Journal	\$	160.00	
NV Dailey	\$	99.88	
Frederick Report	\$	111.11	
Wein & Stien	\$	66.67	
Google ad's	\$	200.00	· · · · · ·
Facebook Boosting	\$	98.79	***
Entertainment	-	00.70	
Bands	\$	4,500.00	
Street Performers and Musicans; Caricature, Photo Booth,	Ψ	1,000.00	
Stilt Walker, Magician, Mime			
Tour Trainer, magistari, minio	\$	1,500.00	
MISC (i.e press conference, Piccadilly Printing-tickets posters,	Ψ	1,000.00	
Signet Screen-signs, rack card, zip ties, bathroom attendant,			
table covers, prizes, survey cards, cups, fliers, volunteer food,			
poster ad design)	\$	1,500.00	
Show Click's (Ticketing)	Ψ	1,000.00	
Hotels	\$		
1000	Ψ		
Sub total expenses (some expenses subject to change)	\$	14,410.16	
cas total expenses (come expenses das jeet to change)	Ψ	17,710.10	
Davience (authors to about a based as sessenting			
Revenue (subject to change based on sponsorships -			
projected revenue extirnated lower then expected	Tota		
Tickets	\$	3,000.00	
Exhibitors/Vendors	\$	500.00	
Sponsorship & Advertising Revenue	\$	11,500.00	
Tatal Davis		4 8 8 8 8 8 8	
Total Revenue	\$	15,000.00	
Net Revenue	\$	589.84	

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EVENT NAME: Classic Movies on the Mall (Second Saturday, June, July, August, 2016)

EVENT LOCATION: Taylor Pavilion

A. PROJECTED TOTAL EVENT COST; See Attached projections

	QTY:		LABOR I	CAIL:	TOTAL COST:	
Principal:		Х			Retainer	
Laborer:	***************************************	X		=	Retainer	
Event Coordinator: Work Release:		X	NI/A		Retainer	
		X	N/A	=		
Volunteers:		Х	N/A	=		
ADVERTISING	G CAMPA	IGN	I:			
Advertising Expenses: S	ee Attached	i Proje	ections			
		_				
List out media campaign	and plan: F	osters	s, A-frames- ins	serts, social	media boosting, etc.	
			,			
advertising)						
Firms Operating Expens List out equipment need Provided by Magic Lant	ed:			novies, cost	of movies - see attached	
Firms Operating Expens List out equipment need Provided by Magic Lant OPERATIONA	ed: ern and to fa	acilitat	te showing of r			
Firms Operating Expens List out equipment need Provided by Magic Lant	ed: ern and to fa	acilitat	te showing of r			
Firms Operating Expens List out equipment need Provided by Magic Lant OPERATIONA	ed: ern and to fa	acilitat	te showing of r			
Firms Operating Expens List out equipment need- Provided by Magic Lant OPERATIONA Firm's Revenue: See A	ed: ern and to fa L REVEN ttached Pro	acilitat	te showing of r			

F.

PROJECTED TOTAL EVENT COST: See Attached Projections

Saturday			
Approximate Expenses	Total (Cost	
Grand Rental Station			
Johnny Blues			
Insurance	\$	175.00	
Palmer Media (Audio/Sound)			
Media Campaign			
Clear Channel/iHeartMedia (Q102, 98.3,			
99.3 FM)			
Centennial Broadcasting (92.5, 105, 104			
FM, 1400 AM)			
Google ad's	\$	50.00	
Facebook Boosting	\$	100.00	
Entertainment 3 movies	\$	2,000.00	
MISC (i.e press conference, Piccadilly Printing-	1	_,,,,,,,	
posters, Signet Screen-signs, rack card,			
bathroom attendant, survey cards, fliers,			
poster & ad design)	\$	750.00	
Sub total expenses (some expenses			
subject to change)	\$	3,075.00	
Revenue (subject to change based on sponsorships - projected revenue			
extimated lower then expected	Total		
non ticketed event FREE to public			
Sponsorship	\$	2,500.00	
Total revenue projected	\$	2,500.00	
Net Revenue	\$	(575.00)	
		(2.1.1.1.1)	

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	PROJECT	red 1	TOTAL E	EVEN	IT COST; Se	e Attac	ched projections	
	LABOR HOU Principal: Laborer: Event Coordinato Work Release: Volunteers:		QTY:	x x x x x	N/A N/A	= =	TOTAL COST: RetainerRetainerRetainer	
	ADVERTISIN Advertising Expe Radio, print, vide	nses:	See Attac	hed p	rojections			
]	OPERATION Firms Operating I List out equipment Tents, tables, band	Expensent neede	es: S ed: See attac	See at ched p	tached projections		encing, portable toilets, permits, tents,	excl. advert
	OPERATION Firm's Revenue: List our Revenue	See at	tached proj	ection	s	et sales,	endorsements, advertising, etc.)):

Rockin Independence Eve July 3rd, 2016			
Expenses	Tota	Cost	
Grand Rental Station (tent, chair, tables)	\$	1,500.00	
Photographer	\$	100.00	
Johnny Blue	\$	676.50	
Fencing	\$	27.74	
Security	\$	412.50	
Insurance	\$	175.00	
Insurance for Shenandoah Univ	\$	431.25	
Valley Ice	\$	175.00	
Fencing	\$	50.00	
Sunbelt Rental	\$	273.26	- 27-
Parking Authority	\$	27.00	
Palmer Media (Audio/Sound)	\$	1,500.00	
Media Campaign			
I HeartMedia (Q102, 98.3, 99.3 FM)	\$	500.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$	500.00	
Video Production	\$	285.71	
The Winchester Star	\$	485.26	
The Journal	\$	160.00	
NV Dailey	\$	99.88	
Frederick Report	\$	111.11	
Wein & Stien	\$	66.67	
Google ad's	\$	200.00	
Facebook Boosting	\$	160.00	
Entertainment			
Bands	\$	2,500.00	
Street Performers	\$	1,750.00	
DJ Music	\$	225.00	
MISC (i.e press conference, Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups,fliers, volunteer food, poster ad design)	\$	1,500.00	
Fireworks Display	\$	4,000.00	
Sub total expenses (some expenses subject to		47.00.1.05	
change)	\$	17,891.88	
sponsorships - projected revenue extimated lower then expected	Tota	al	444
non ticketed event FREE to public	\$	-	
Exhibitors/Vendors	\$	750.00	
Sponsorship & Advertisement Revenue	\$	17,500.00	
Total Revenue	\$	18,250.00	
Net Revenue	\$	358.12	

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EVENT NAME: Friday Night Live, September 16th, 2016

	LABOR HOURS:	QTY:		LABOR RATE:	TOTAL COST:	
	Principal:		x	=	Retainer	
	Laborer:		х		Retainer	
	Event Coordinator:		X	=	Retainer	
	Work Release:	thata	Х			
	Volunteers:		X	<u>N/A</u> =		
	ADVERTISING CA	MDATON	J/madia	o montratino calca).		
•	Advertising Expenses:	See Attach				
	ravorusing Expenses.	oct Attaci	neu pro	ojections		
	Radio, print, video, socia	l media, post	ters, sig	gns - see attached		
	Radio, print, video, socia	l media, post	ters, sig	gns - see attached		
		XPENDIT	rure:		encing, portable toilets, permits, tents, excl.	advertising
	OPERATIONAL E. Firms Operating Expense List out equipment neede	XPENDIT s: Se	FURE:	S (talent, stage, lights, f	encing, portable toilets, permits, tents, excl.	advertising
	OPERATIONAL E. Firms Operating Expense	XPENDIT s: Se	FURE:	S (talent, stage, lights, f	encing, portable toilets, permits, tents, excl.	advertising
	OPERATIONAL E. Firms Operating Expense List out equipment neede Tents, tables, bands and s	XPENDIT s: Se d: See attach treet perform EVENUE	FURE ee atta	S (talent, stage, lights, fached projections	encing, portable toilets, permits, tents, excl. endorsements, advertising, etc.):	advertising
	OPERATIONAL E. Firms Operating Expense List out equipment neede Tents, tables, bands and s OPERATIONAL R	XPENDIT s: Se d: See attach treet perform EVENUE ached proje	FURE ee atta	S (talent, stage, lights, fached projections ojections asorship, ticket sales,		advertising

Expenses	Total Cost
City Admission Taxes	\$ 126.55
Grand Rental Station (tent, chair, tables)	\$ 750.00
Photographer	\$ 100.00
Johnny Blue	\$ 163.45
Security	\$ 300.00
Insurance	\$ 175.00
lce/WalMart	\$ 150.00
Fencing	\$ 27.74
Parking Authority	\$ 27.00
Palmer Media (Audio/Sound)	\$ 1,500.00
Media Campaign	Ψ 1,000.00
I Heart Radio (Q102, 98.3, 99.3 FM)	\$ 1,000.00
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$ 1,000.00
Video Production	\$ 285.71
The Winchester Star	\$ 485.26
The Journal	\$ 160.00
NV Dailey	\$ 99.88
Frederick Report	\$ 111.11
Wein & Stien	\$ 66.67
Google ad's	\$ 150.00
Facebook Boosting	\$ 32.50
Entertainment	Ψ 02.00
Bands	\$ 4,500.00
Street Performers and Musicans; Caricature, Photo Booth, Stilt	Ψ 4,000.00
Walker, Magician, Mime	İ
Wallon, Wagiolali, Willia	\$ 1,500.00
Cinnet Coron signs and sin time but a subject to	Ψ 1,500.00
Signet Screen-signs, rack card, zip ties, bathroom attendant,	İ
table covers, prizes, survey cards, cups,fliers, volunteer food,	A 4 500 00
poster ad design)	\$ 1,500.00
Sub total expenses (some expenses subject to change)	\$ 14,210.87
	1000 000
Revenue (subject to change based on sponsorships -	
projected revenue extimated lower then expected	Total
Tickets	\$ 3,000.00
Exhibitors/Vendors	\$ 500.00
Sponsorship & Advertising Revenue	\$11,500.00
Total revenue projected	\$15,000.00
Net Revenue	\$ 789.13
Media Partner and Trade Value	
inicala i artifor and made value	
Heart Media, Centenial Braodcasting, Winchester Star,	
l Heart Media, Centenial Braodcasting, Winchester Star,	\$ 25,000.00

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EVENT NAME: OctoBeer Fest, October 14th & 15th, 2016

	EVENT LOCATION: <u>Old Court House Civil War Museum – Mall – Feltner Parking Lot – Taylor Pavilio</u> n
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A.	LABOR HOURS:	QTY:		LABOR RAT	E:	TOTAL COS	ST:	
	Principal:	····	X		=	Retainer		
	Laborer:		Х		=	Retainer		
	Event Coordinator: Work Release:		X		=	Retainer		
	Volunteers:		X	<u>N/A</u>	=			
	volunteers.		X	N/A	=			
B.	ADVERTISING CA Advertising Expenses:			dia, marketing, sales rojections):			
	radio, print, video, social	media, post	ers, si	gns - see attached				
C	OPEDATIONALE	VIDENIA		DC (c				
C.	OPERATIONAL E Firms Operating Expense List out equipment neede Tents, tables, band, dance	s: See attac	See at	ttached projections		ic and charitable gr	oups, and all the ret	ail, advertising
c. D.	Firms Operating Expense List out equipment neede	d: See attacers and stree EVENUE	ched post perfo	trached projections ormers onsorship, adverti	ons		oups, and all the ret	ail, advertising
	List out equipment neede Tents, tables, band, dance OPERATIONAL R	d: See attacers and stree EVENUE ached proj	ched post perfo	projections promers prosorship, advertings	ons		oups, and all the ret	ail, advertising

OctoBEER Festival October 14th & 15th, 2016			
Approximate Expenses	Total (Cost	
City Admission Tax	\$	750.00	
Grand Rental Station (tent, tables, chair, etc)	\$	2,707.35	
Johnny Blue	\$	1,031.94	
Security Haines day time	\$	1,120.00	
Security Haines Overnight	\$	418.00	
Photography	\$	150.00	VI -
Insurance	\$	175.00	
Insurance for Shenandoah Univ	\$	431.25	
Ice	\$	400.00	
Stonewall Cooler	\$	263.25	
Fencing	\$	27.74	
Sunbelt Rental	\$	788.01	
Signet Screen Printing (glasses 4oz)	\$	3,250.00	
Signet Screen Printing t-shirt volunteer	\$	432.83	
Signet Screen Printing volunteer Aprons	\$	160.90	
Signet Screen Printing - plastic cups	\$	792.09	
Old Court House Civil War Museum	\$	200.00	
Parking Authority (parking passes for SU)	\$	315.50	7
Parking Authority	\$	27.00	
Palmer Media (Audio/Sound)	\$	1,500.00	
RAC Rental	\$	36.70	
Media	4	30.70	
Clear Channel/iHeartMedia (Q102, 98.3, 99.3 FM)	\$	1,000.00	
Centennial Broadcasting (92.5, 105, 104 FM, 140)		1,000.00	
Video Production	\$	285.71	
The Winchester Star	\$	485.26	
The Vinchester Star	\$		
	\$	160.00	
NV Dailey		399.88	
Frederick Report	\$	111.11	
Wein & Stien	\$	266.67	
Comcast	\$	500.00	
Google ad's	\$	600.00	
Facebook Boosting	\$	200.00	
Media (Digital, Print, misc)			
Entertainment Band & Dance troup	\$	5,000.00	
DJ Music	\$	425.00	
MISC (i.e press conference, Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey			
cards, cups,fliers, volunteer food, poster ad design)	\$	3,000.00	
Hotel	\$	750.00	
TIOLOI	Å	7 30.00	
Sub total expenses (some expenses subject to change)	\$	29,161.19	
Revenue (subject to change based on sponsorships - projected revenue extimated lower then expected	Total		
Tickets	\$	10,000.00	
Exhibitors/Vendors	\$	750.00	
Sponsorship & Advertisement Revenue	\$	22,000.00	
Total revenue projected	\$	32,750.00	
Net Revenue	\$	3,588.81	
Met Veselins	ð	3,368.81	

The OTDB Executive Director, the City's authorized Contract Administrator, and Dario Savarese, USA Marketing, shall utilize this template to begin the specific task order discussions for all aspects of each event. Each task order shall be fully incorporated and made a part of Contract No. 200806 and in the event of conflict, the order of precedence shall be: 1) Contract No. 200806 and 2) City Task Order.

EVENT NAME: Sunday Concert (Third Sunday of the month, June, July, August, September, 2016)

EVENT LOCATION: Taylor Pavilion

A. PROJECTED TOTAL EVENT COST; See Attached projections

LABOR HOURS:	QTY:		LABOR RATE	:	TOTAL COST:	
Principal:		X		=	Retainer	
Laborer:		х		=	Retainer	
Event Coordinator:		Х		= .	Retainer	
Work Release:		Х	N/A	=		
Volunteers:		Х	N/A	=		
ADVERTISING	G CAMPA	IGN	(media, marketing, sa	les):		
Advertising Expenses: S	ee Attached	Proj	ections	•		
List out media campaign	and plan: P	osters	, A-frames- inserts, so	cial m	nedia boosting, etc.	
OPERATIONA	L EXPE	NDI	TURES (talent, sta	e. li	ghts, fencing, portable toilets, permits, te	nts. excl
advertising)				50,	sine, renemp, permere teners, permer, te	into, enter
Firms Operating Expense	es: See Atta	ched I	Projections			
1 0 1			•			
List out equipment neede	ed: Managed	by fu	ll circle marketing, co	st of b	ands - see attached	
<u></u>						
			•			
				t sale	es, endorsements, advertising, etc.):	
Firm's Revenue: See A	ttached Pro	jectio	ns			
List our Revenue Source	or comporate	a n ana	or noo attached			
List out Revellue Source	s. corporate	spons	or see attached			

F.

PROJECTED TOTAL EVENT COST: See Attached Projections

Sunday Concerts June, July, August, September 2016, third Sunday			
Approximate Expenses	Tot	al Cost	
Grand Rental Station			
Johnny Blues			
Insurance	\$	175.00	
Palmer Media (Audio/Sound)			
Media Campaign			
Clear Channel/iHeartMedia (Q102, 98.3, 99.3 FM)			
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)			
Google ad's	\$	50.00	
Facebook Boosting	\$	100.00	
Entertainment			
Bands- (One Stage) 4 Bands/ 4 Dates	\$	1,750.00	
MISC (i.e press conference, Piccadilly Printing- posters, Signet			
Screen-signs, rack card, bathroom attendant, survey cards, fliers,	1		
poster & ad design)	\$	750.00	
Total Expenses	\$	2,825.00	
Revenue (some revenue subject to change based on			
pledged sponsorships)	To	tal	
non ticketed event FREE to public			
Exhibitors-Vendors			
Sponsorship	\$	3,000.00	
Total revenue projected	\$	3,000.00	
Net Revenue	\$	175.00	

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EVENT NAME: Family Movies on the Mall (Thursday's in June, July, 2015)

EVENT LOCATION: Courthouse Lawn

A. PROJECTED TOTAL EVENT COST; See Attached projections

LAB	OR HOURS:	QTY:		LABOR RA	ATE:	TOTAL COST:
Princi	ipal:		х		=	Retainer
Labor	rer:		х		=	Retainer
Event	t Coordinator:		х		=	Retainer
Work	Release:		х	N/A	=	
Volur	nteers:		X	N/A	=	***************************************
	ADVERTISING			•	ng, sales):	
Adve	rtising Expenses: S	See Attache	d Proje	ections		
List o	out media campaigr	and plan:	Posters,	, A-frames- inser	rts, social i	media boosting, etc.
						<i>3</i> ,
		L EXPE	NDIT	URES (talent	t, stage, l	ights, fencing, portable toilets, permits, tents, ex-
a Firms	dvertising) Operating Expens out equipment need	es: See Atta	iched F	Projections		ights, fencing, portable toilets, permits, tents, exc to facilitate showing of movies, cost of movies - see
a Firms List o attach	dvertising) s Operating Expens out equipment need ned	es: See Atta	t by Wi	Projections inchester Parks &	& Rec and	
a Firms List o attach Firm	dvertising) S Operating Expense Operating Expense OPERATIONA	es: See Atta ed: Provideo L REVE	t by Wi	Projections inchester Parks &	& Rec and	

F.

PROJECTED TOTAL EVENT COST: See Attached Projections

Approximate Expenses	Total Co	sf		
Media (Digital, Print, Misc)				
Google ad's	\$	50.00		
Facebook Boosting	\$	100.00		
Entertainment 8 movies	\$	2,400.00		
MISC (i.e press conference,Piccadilly Printing- posters, Signet Screen-signs, rack card, survey cards, fliers, poster & ad design, Media marketing)	\$	500,00		
Sub total expenses (some expenses subject to change)	\$	3,050.00		
Revenue (subject to change based on sponsorships - projected revenue extimated lower then expected	Total		-	
non ticketed event FREE to public				
Sponsorship	\$	2,500.00		
Total revenue projected	\$	2,500.00		
Net Revenue	\$	(550.00)		

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EVENT NAME: Winchester Days Taste of Old Town, July 16th, 2016

EVENT LOCATION: Along the whole Old Town Walking Mall - Shopping and Restaurant event

4.	LABOR HOURS:	QTY:	LABOR F	RATE:	TOTAL COST:	
	Principal:		х	=	Retainer	
	Laborer:		х	=	Retainer	
	Event Coordinator:		х	=	Retainer	
	Work Release:		x N/A	=		
	Volunteers:		x N/A	=		
В.	ADVERTISING CA			sales):		
	Advertising Expenses:	See Attache	d projections			
	radio, print, video, social	media, posters	s, signs - see attach	ned		
C.					ic and charitable groups, and all the retail,	advertising)
	_,	~				
	Firms Operating Expense	es: Sec	attached proj	ections		
	Firms Operating Expense List out equipment neede			ections		
Э.	List out equipment neede	ed: See attache	d projections sponsorship, ad		etc.):	
Э.	OPERATIONAL R Firm's Revenue: See att	ed: See attache EVENUE (a tached project	d projections sponsorship, ad		etc.):	
Э.	List out equipment neede	ed: See attache EVENUE (a tached project	d projections sponsorship, ad		etc.):	

Winchester Days Taste of Old Town July 17th, 2015			
Expenses	Total (Cost	
Grand Rental Station	\$	300.00	
Johnny Blues	\$	500.00	
Security	\$	300.00	
Insurance	\$	175.00	
Photography	\$	100.00	
Valley Ice	\$	100.00	
Fencing	\$	300.00	
Rest Room Attendant	\$	35.00	
Sunbelt Rental	\$	33.00	-
Old Court House Civil War Museum	\$		
Palmer Media (Audio/Sound)	\$	•	
Media Campaign	Ι Ψ	-	
I HeartMedia (Q102, 98.3, 99.3 FM)	\$	500.00	
Centennial Broadcasting (92.5 WINC B105, 1400 AM)	\$	500.00	
Video Production	\$	300.00	
The Winchester Star	\$	500.00	
NV Dailey	\$	100.00	
Frederick Report	\$	50.00	
Google ad's	\$		
Facebook Boosting	\$	50.00	
Bands- Performers & Entertainment	\$	75.00	
MISC (i.e press conference, Printing-tickets posters, Signet	1.0	2,000.00	
Screen-signs, rack card, zip ties, bathroom attendant, table			
covers, prizes, survey cards, cups,fliers, volunteer food, poster ad design)	1 .	4 000 00	
Winchester Parking Authority	\$	1,000.00	
	\$	27.00	
Sub total expenses (some expenses subject to change)	\$	6,512.00	
Revenue (subject to change based on sponsorships -			
projected revenue extimated lower then expected	Total		
non ticket event - FREE for families	\$	The state of the s	
Exhibitors Vendors	\$	1,000.00	
Sponsorship & Advertising Revenue	\$	5,000.00	
Total revenue projected	\$	6,000.00	
Net Revenue	\$	(512.00)	
Media Partner and Trade Value	-	(0.12.00)	
Heart Media, Centenial Braodcasting, Winchester Star,			
Comcast, Frederick Report, Valley Home Style, Google Ads,			
OTW Facebook, partner's Facebook	\$	20,000.00	
	7		